



ENTERTAINMENT, INC.

Ringling Bros. and Barnum & Bailey Center for Elephant Conservation[®]

Endangered Species? Not If We Can Help It

Ringling Bros. and Barnum & Bailey[®] is known internationally as the world's preeminent live entertainment entity, and one of the proudest accomplishments at *Ringling Bros.* is the establishment in 1995 of the *Ringling Bros. and Barnum & Bailey Center for Elephant Conservation[®]*. This conservation facility underscores another component of Feld Entertainment's corporate vision: to assure the present and future well-being of the endangered Asian elephant species.

Founded by company Chairman and Chief Executive Officer Kenneth Feld and funded exclusively by Feld Entertainment, Inc. (the parent company of *Ringling Bros.[®]*), the \$5 million *Ringling Bros. Center for Elephant Conservation[®]*, located on a 200-acre site in Central Florida, is dedicated to the research, reproduction and retirement of Asian elephants.

The *Ringling Bros. Center for Elephant Conservation*, the most comprehensive facility of its kind in the world, incorporates experience and expertise gained from 139 years of traveling and working closely with Asian elephants. A private facility, the *Ringling Bros. Center for Elephant Conservation* is a unique center where researchers, veterinarians and conservationists study and observe Asian elephant behavior, husbandry and handling, and apply lessons learned to managing and protecting the species. Home to the largest Asian elephant population in the Western Hemisphere and with 20 successful births, its contribution to the knowledge of Asian elephant reproduction is unparalleled.

Another significant component in *Ringling Bros.* conservation program is the establishment of the international conference on tuberculosis in elephants. This annual conference brings together experts in human and animal medicine, including veterinarians, geneticists and animal management specialists to discuss and update the current state of tuberculosis research for elephants.

Since 2005, *Ringling Bros.* other collaborative conservation initiatives include funding more than \$300,000 toward the Smithsonian Institution's National Zoo's research projects on a reproductive study aimed at increasing the captive Asian elephant population and on endotheliotropic herpes viruses, the single greatest health threat to the Asian elephant. Only four known elephants have survived the disease, one of which is currently residing at the *Ringling Bros. Center for Elephant Conservation*.

Ringling Bros. and Barnum & Bailey is also dedicated to the preservation of the Asian elephant through conservation education and *in situ* conservation and husbandry partnerships. Partners include the International Elephant Foundation (IEF), the Forestry Industry Organization in Thailand and the Biodiversity and Elephant Conservation Trust, and various zoos, universities and veterinary schools.

As responsible stewards of these magnificent animals, *Ringling Bros.* also spearheaded a successful effort on Capitol Hill to enact the Asian Elephant Conservation Act, providing funds for public-private conservation projects in range states.

A founding board member of the International Elephant Foundation, *Ringling Bros.* has pledged funds and expertise to aid in elephant conservation and assistance projects in Sumatra, Sri Lanka and elsewhere. In addition, *Ringling Bros.* helped provide a veterinary vehicle to deliver medical and husbandry services to injured elephants in Northern Thailand through the Forestry Industry Organization.

Another significant challenge to *in situ* Asian elephant conservation is the shortage of capacity to support and stabilize captive populations in managed parks and in camps that house former work animals or those removed from threatening situations of conflict with humans.

In 2008, due to the increasing domestic Asian elephant population in the country of Sri Lanka and the declining pool of skilled elephant handlers to care for the elephants, the *Ringling Bros. Center for Elephant Conservation* partnered with the University of Peradeniya in Kandy, Sri Lanka. The pilot partnership is comprised of students enrolled in a Masters of Philosophy (MPhil) program in Captive Elephant Management at the University. The 12-month pilot program is based out of the *Ringling Bros. Center for Elephant Conservation* where the students will implement a university-approved research project on Asian elephants with time spent learning elephant husbandry practices and handling techniques. The goal is to train the University students while developing a national curriculum for proper elephant husbandry and management methods based on *Ringling Bros.* high standard of elephant husbandry practices.

Moreover, *Ringling Bros.* through its circuses is committed to its role in educating the public about the challenges facing the future of the species and the opportunities that exist to help.